

**Listing of the Claims:**

The following is a complete listing of all the claims in the application, with an indication of the status of each:

- 1 1. (Currently amended) A broadcasting service system comprising:
  - 2 a broadcast station for broadcasting a program content;
  - 3 at least one audiovisual system for generating a request for viewing
  - 4 the program content, for selectively viewing a broadcast advertisement
  - 5 content, and for viewing a rebroadcast program content; and
  - 6 a repeater station for storing the program content broadcasted by the
  - 7 broadcast station and for conditionally rebroadcasting the stored program
  - 8 content to at least one audiovisual system making a request for viewing the
  - 9 program content in response to at least one audiovisual system generating
  - 10 the request to view the program content ~~contents~~,
  - 11 wherein the repeater station conditional rebroadcasting includes
  - 12 connecting audiovisual systems in response to its generated request for
  - 13 viewing the program content, and broadcasting the advertisement content to
  - 14 the connected audiovisual systems,
  - 15 wherein the repeater station conditional rebroadcasting further
  - 16 includes detecting the number of the connected audiovisual systems viewing
  - 17 the advertisement content and generating an advertisement effect
  - 18 measurement based on the detected number and a broadcasting time of the
  - 19 advertisement content ~~contents~~, and
  - 20 wherein the repeater station conditional rebroadcasting further
  - 21 includes comparing the advertising effect measurement to a predetermined
  - 22 target advertising effects and, if the advertising effect measurement meets
  - 23 the predetermined target advertising effect, to rebroadcast the stored
  - 24 program content ~~contents~~ to the connected audiovisual systems, and, if
  - 25 advertisement effect measurement fails to meet the predetermined target

26 advertisement effect, to not rebroadcast the stored program content ~~contents~~  
27 to the connected audiovisual systems.

1 2. (currently amended) The broadcasting service system of claim 1,  
2 wherein the repeater station conditional rebroadcasting further  
3 includes calculating an expected waiting time until the rebroadcasting of the  
4 program content is started, based on the measured result of the  
5 advertisement effect, and is arranged to broadcast a combination of the  
6 advertisement content ~~contents~~ and the calculated expected waiting time to  
7 the connected audiovisual systems.

1 3. (Previously Presented) The broadcasting service system of claim 1,  
2 wherein the broadcast station is for broadcasting a plurality of  
3 program contents;  
4 wherein the repeater station conditional rebroadcasting further  
5 includes receiving the plurality of program contents broadcasted by the  
6 broadcast station,  
7 wherein the repeater station conditional rebroadcasting further  
8 includes calculating an advertisement effect of each of the program contents  
9 on the basis of a number of the audiovisual systems generating a request for  
10 viewing each of said plurality of program contents,  
11 wherein the repeater station conditional rebroadcasting further  
12 includes calculating a recording cost for recording each of the program  
13 contents,  
14 wherein the repeater station conditional rebroadcasting further  
15 includes calculating a proper recording time of each program of the program  
16 contents based on the calculated advertisement effect and the calculated  
17 recording cost,  
18 wherein the repeater station conditional rebroadcasting further  
19 includes generating a prediction indicating which from among the program

20 contents will have advertisement effects exceeding their recording costs on  
21 the basis of their calculated proper recording times, and  
22 wherein the repeater station conditional rebroadcasting further  
23 includes selectively storing only the program contents for which the  
24 generated prediction indicates advertisement effects exceeding their  
25 recording costs.

1 4. (Currently amended) A broadcasting service system comprising:  
2 a broadcast station for broadcasting a program content;  
3 at least one audiovisual system for generating a request for viewing  
4 the program content, for selectively viewing a broadcast advertisement  
5 content, and for viewing a rebroadcast program content; and  
6 a repeater station for storing the program content broadcasted by the  
7 broadcast station and for conditionally rebroadcasting the stored program  
8 content to at least one audiovisual system making a request for viewing the  
9 program content in response to at least one audiovisual system generating  
10 the request to view the program content ~~contents~~,  
11 wherein the repeater station includes:  
12 a receiver for receiving the program content broadcasted by the  
13 broadcast station;  
14 a program content ~~contents~~ storage for storing the program content  
15 received by the receiver;  
16 an advertisement content ~~contents~~ storage for storing an  
17 advertisement content;  
18 a broadcasting set for connecting said audiovisual systems in response  
19 to its generated request for viewing the program content, and for  
20 broadcasting the advertisement content stored in the advertisement content  
21 ~~contents~~ storage to the audiovisual systems connected to the broadcasting  
22 set; and

23 an advertisement effect measurer for detecting the number of the  
24 connected audiovisual systems viewing the advertisement content ~~contents~~  
25 and for generating an advertisement effect measurement based on the  
26 detected number and on the broadcasting time of the advertisement content  
27 ~~contents~~,

28 wherein the advertisement effect measurer controls the broadcasting  
29 set to rebroadcast the stored program content based on the generated  
30 advertisement effect measurement, to start rebroadcasting of the stored  
31 program content to the connected audiovisual systems if the advertising  
32 effect measurement meets the predetermined target advertising effect, and, if  
33 the advertisement effect measurement fails to meet the predetermined target  
34 advertisement effect, to not rebroadcast the stored program content to the  
35 connected audiovisual systems.

1 5. (Currently amended) The broadcasting service system of claim 4,  
2 wherein the advertisement effect measurer further calculates an  
3 expected waiting time until the rebroadcasting of the program content  
4 ~~contents~~ is started, based on the advertisement effect measurement, and

5 wherein the broadcasting set broadcasts a combination of the  
6 advertisement content ~~contents~~ and the expected waiting time calculated by  
7 the advertisement effect measurer to the broadcasting screen of the  
8 connected audiovisual systems.

1 6. (Currently amended) A broadcasting service system comprising:

2 a broadcast station for broadcasting a program content;  
3 at least one audiovisual system for generating a request for viewing  
4 the program content, for selectively viewing a broadcast advertisement  
5 content, and for viewing a rebroadcast program content; and

6 a repeater station for storing the program content broadcasted by the  
7 broadcast station and for conditionally rebroadcasting the stored program

8 content to at least one audiovisual system making a request for viewing the  
9 program content in response to at least one audiovisual system generating  
10 the request to view the program content; and  
11 an advertisement broadcast station for broadcasting the advertisement  
12 content,  
13 wherein the repeater station conditional rebroadcasting includes  
14 connecting at least one audiovisual system in response to its generated  
15 request for viewing the program content, and includes broadcasting the  
16 advertisement content to the connected audiovisual systems,  
17 wherein the repeater station conditional rebroadcasting includes  
18 detecting the number of the connected audiovisual systems viewing the  
19 advertisement content ~~contents~~ and includes generating an advertisement  
20 effect measurement based on the detected number and on the broadcasting  
21 time of the advertisement content, and  
22 wherein the repeater station conditional rebroadcasting further  
23 includes comparing the advertising effect measurement to a predetermined  
24 target advertising effects and, if the advertising effect measurement meets  
25 the predetermined target advertising effect, to rebroadcast the stored  
26 program content ~~contents~~ to the connected audiovisual systems, and, if the  
27 advertisement effect measurement fails to meet the predetermined target  
28 advertisement effect, to not rebroadcast the stored program content to the  
29 connected audiovisual systems.

1 7. (currently amended) The broadcasting service system of claim 6,  
2 wherein the repeater station conditional rebroadcasting includes  
3 calculating an expected waiting time until the rebroadcasting of the program  
4 content ~~contents~~ is started, based on the advertisement effect measurement,  
5 and further includes broadcasting a combination of the advertisement  
6 content and the calculated expected waiting time to the connected  
7 audiovisual systems.

1 8. (Previously presented) The broadcasting service system of claim 6,  
2 wherein the broadcast station is for broadcasting a plurality of  
3 program contents,  
4 wherein the repeater station conditional rebroadcasting further  
5 includes receiving the plurality of program contents broadcasted by the  
6 broadcast station,  
7 wherein the repeater station conditional rebroadcasting further  
8 includes calculating an advertisement effect of each program of the program  
9 contents on the basis of a number of the audiovisual systems generating a  
10 request for viewing each of said plurality of program contents,  
11 wherein the repeater station conditional rebroadcasting further  
12 includes calculating a recording cost for recording each of the program  
13 contents,  
14 wherein the repeater station conditional rebroadcasting further  
15 includes calculating a proper recording time of each program of the program  
16 contents based on the calculated advertisement effect and the calculated  
17 recording cost,  
18 wherein the repeater station conditional rebroadcasting further  
19 includes generating a prediction indicating which from among the program  
20 contents will have advertisement effects exceeding their recording costs on  
21 the basis of their calculated proper recording times, and  
22 wherein the repeater station conditional rebroadcasting further  
23 includes selectively storing only the program contents for which the  
24 generated prediction indicates advertisement effects exceeding their  
25 recording costs.

1 9. (Currently amended) A broadcasting service system comprising:

2 a broadcast station for broadcasting a program content;  
3 at least one audiovisual system for generating a request for viewing  
4 the program content, for selectively viewing a broadcast advertisement  
5 content, and for viewing a rebroadcast program content;  
6 a repeater station for storing the program content broadcasted by the  
7 broadcast station and for conditionally rebroadcasting the stored program  
8 content to at least one audiovisual system making a request for viewing the  
9 program content ~~contents~~ in response to at least one audiovisual system  
10 generating the request to view the program content; and  
11 an advertisement broadcast station for broadcasting the advertisement  
12 content, wherein the repeater station includes:  
13 a first receiver for receiving the program content broadcasted by the  
14 broadcast station;  
15 a second receiver for receiving the advertisement content broadcasted  
16 by the advertisement broadcast station;  
17 a program content ~~contents~~ storage for storing the program content  
18 received by the first receiver;  
19 a broadcasting set for connecting at least one audiovisual system in  
20 response to its request for viewing the program content stored in the program  
21 content ~~contents~~ storage and broadcasting the program content and the  
22 advertisement content received by the second receiver to the audiovisual  
23 systems connected to the broadcasting set; and  
24 an advertisement effect measurer for detecting the number of the  
25 connected audiovisual systems viewing the advertisement content and for  
26 generating an advertisement effect measurement based on the detected  
27 number,  
28 wherein the advertisement effect measurer controls the broadcasting  
29 set to rebroadcast the program content requested by the connected  
30 audiovisual systems to the connected audiovisual systems if the advertising  
31 effect measurement meets the predetermined target advertising effect, and, if

32 the advertisement effect measurement fails to meet the predetermined target  
33 advertisement effect, to not rebroadcast the stored program content to the  
34 connected audiovisual systems.

1 10. (Previously presented) The broadcasting service system of claim 9,  
2 wherein the advertising effect measurer calculates an expected waiting  
3 time until the rebroadcasting of the program content is started, based on the  
4 measured advertisement effect, and  
5 wherein the broadcasting set broadcasts a combination of the  
6 advertisement content and the calculated expected waiting time to the  
7 connected audiovisual systems.

1 11. (currently amended) A broadcasting service system comprising:  
2 a broadcast station for broadcasting a program content;  
3 at least one audiovisual system for generating a request for viewing  
4 the program content, for selectively viewing a broadcast advertisement  
5 content, and for viewing a rebroadcast program content; and  
6 a repeater station for storing the program content broadcasted by the  
7 broadcast station and for conditionally rebroadcasting the stored program  
8 ~~content~~ contents to at least one audiovisual system making a request for  
9 viewing the program content in response to at least one audiovisual system  
10 generating the request to view the program content,  
11 wherein the repeater station conditional rebroadcasting includes  
12 connecting at least one audiovisual system in response to its generated  
13 request for viewing the program content,  
14 wherein the repeater station conditional rebroadcasting includes  
15 generating a prediction of whether or not a predetermined target  
16 advertisement effect can be attained within a broadcasting time of the  
17 program content under a condition that a broadcasting of a given advertising  
18 content is inserted during a rebroadcasting of the program content requested



19 by the connected audiovisual systems to the audiovisual systems connected to  
20 the repeater station, and

21 wherein the repeater station conditional rebroadcasting includes  
22 rebroadcasting the program content requested by the connected audiovisual  
23 systems to the connected audiovisual systems while inserting the  
24 broadcasting of the advertisement content ~~contents~~ during the rebroadcasting  
25 of the program content if the prediction indicates that the predetermined  
26 target advertisement effect can be attained, and

27 wherein the repeater station conditional rebroadcasting includes not  
28 rebroadcasting the program content ~~contents~~ requested by the connected  
29 audiovisual systems to the connected audiovisual systems if the prediction  
30 indicates that the predetermined target advertisement effect cannot be  
31 attained.

1 12. (Currently amended) The broadcasting service system of claim 11,  
2 wherein the repeater station includes:

3 a receiver for receiving the program content ~~contents~~ broadcasted by  
4 the broadcast station;

5 a program content ~~contents~~ storage for storing the program content  
6 ~~contents~~ received by the receiver;

7 an advertisement content ~~contents~~ storage for storing the  
8 advertisement content;

9 a broadcasting set for connecting at least one audiovisual system in  
10 response to its request for viewing the program content stored in the program  
11 content ~~contents~~ storage, and rebroadcasting the program content requested  
12 by the audiovisual systems connected to the broadcasting set to the connected  
13 audiovisual systems while inserting the broadcasting of the advertisement  
14 content stored in the advertisement content ~~contents~~ storage during the  
15 rebroadcasting of the program content; and

16           an advertisement effect measurer for generating said prediction of  
17 whether or not a predetermined target advertisement effect can be attained  
18 within a broadcasting time of the program content under the condition that  
19 the broadcasting of the advertisement content is inserted during the  
20 rebroadcasting of the program content to the connected audiovisual systems.

1   13. (previously presented) The broadcasting service system of claim 11,  
2           wherein the broadcast station is for broadcasting a plurality of  
3 program contents,

4           wherein the repeater station conditional rebroadcasting further  
5 includes receiving the plurality of program contents broadcasted by the  
6 broadcast station,

7           wherein the repeater station conditional rebroadcasting further  
8 includes calculating an advertisement effect of each program of the program  
9 contents on the basis of a number of the audiovisual systems generating a  
10 request for viewing each of said plurality of program contents,

11           wherein the repeater station conditional rebroadcasting further  
12 includes calculating a recording cost for recording each of the program  
13 contents,

14           wherein the repeater station conditional rebroadcasting further  
15 includes calculating a proper recording time of each program of the program  
16 contents based on the calculated advertisement effect and the calculated  
17 recording cost,

18           wherein the repeater station conditional rebroadcasting further  
19 includes generating a prediction indicating which from among the program  
20 contents will have advertisement effects exceeding their recording costs on  
21 the basis of their calculated proper recording times, and

22           wherein the repeater station conditional rebroadcasting further  
23 includes selectively storing only the program contents for which the

24 generated prediction indicates advertisement effects exceeding their  
25 recording costs.

1 14. (currently amended) A broadcasting service system comprising:  
2 a broadcast station for broadcasting a program content;  
3 at least one audiovisual system for generating a request for viewing  
4 the program content, for selectively viewing a broadcast advertisement  
5 content, and for viewing a rebroadcast program content; and  
6 a repeater station for storing the program content broadcasted by the  
7 broadcast station and for conditionally rebroadcasting the stored program  
8 content to at least one audiovisual system making a request for viewing the  
9 program content in response to at least one audiovisual system generating  
10 the request to view the program content; and  
11 an advertisement broadcast station for broadcasting the advertisement  
12 content,  
13 wherein the repeater station conditional rebroadcasting includes  
14 connecting at least one audiovisual system in response to its generated  
15 request for viewing the program content,  
16 wherein the repeater station conditional rebroadcasting includes  
17 generating a prediction of whether or not a predetermined target  
18 advertisement effect can be attained within a broadcasting time of the  
19 program content under a condition that a broadcasting of given advertising  
20 content ~~contents~~ is inserted during a rebroadcasting of the program content  
21 requested by the connected audiovisual systems to the audiovisual systems  
22 connected to the repeater station, and  
23 wherein the repeater station conditional rebroadcasting includes  
24 rebroadcasting the program content requested by the connected audiovisual  
25 systems to the connected audiovisual systems while inserting the  
26 broadcasting of the advertisement content during the rebroadcasting of the

27 program content if the generated prediction indicates that the predetermined  
28 target advertisement effect can be attained, and  
29 wherein the repeater station conditional rebroadcasting includes not  
30 rebroadcasting the program content requested by the connected audiovisual  
31 systems to the connected audiovisual systems if the generated prediction  
32 indicates that the predetermined target advertisement effect cannot be  
33 attained.

1 15. (Currently amended) The broadcasting service system of claim 14,  
2 wherein the repeater station includes:  
3 a first receiver for receiving the program content broadcasted by the  
4 broadcast station;  
5 a second receiver for receiving the advertisement content broadcasted  
6 by the advertisement broadcast station;  
7 a program content ~~contents~~ storage for storing the program content  
8 received by the first receiver;  
9 a broadcasting set for connecting at least one audiovisual system in  
10 response to its request for viewing the program content stored in the program  
11 content ~~contents~~ storage, and rebroadcasting the program content requested  
12 by the audiovisual systems connected to the broadcasting set to the connected  
13 audiovisual systems while inserting the broadcasting of the advertisement  
14 content received by the second receiver during the rebroadcasting of the  
15 program content; and  
16 an advertisement effect measurer for generating the prediction of  
17 whether or not the predetermined target advertisement effect can be attained  
18 within the broadcasting time of the program content under the condition that  
19 the broadcasting of the advertisement content is inserted during the  
20 rebroadcasting of the program content to the connected audiovisual systems.

1 16. (Previously Presented) The broadcasting service system of claim 14,

2           wherein the broadcast station is for broadcasting a plurality of  
3 program contents,

4           wherein the repeater station conditional rebroadcasting further  
5 includes receiving the plurality of program contents broadcasted by the  
6 broadcast station,

7           wherein the repeater station conditional rebroadcasting further  
8 includes calculating an advertisement effect of each program of the program  
9 contents on the basis of a number of the audiovisual systems generating a  
10 request for viewing each of said plurality of program contents,

11           wherein the repeater station conditional rebroadcasting further  
12 includes calculating a recording cost for recording each of the program  
13 contents,

14           wherein the repeater station conditional rebroadcasting further  
15 includes calculating a proper recording time of each program of the program  
16 contents based on the calculated advertisement effect and the calculated  
17 recording cost,

18           wherein the repeater station conditional rebroadcasting further  
19 includes generating a prediction indicating which from among the program  
20 contents will have advertisement effects exceeding their recording costs on  
21 the basis of their calculated proper recording times, and

22           wherein the repeater station conditional rebroadcasting further  
23 includes selectively storing, based on said generated prediction, only the  
24 program contents for which the generated prediction indicates advertisement  
25 effects exceeding their recording costs.

1   17. (Currently amended) A broadcasting service system comprising:

2           a broadcast station for broadcasting program content ~~contents~~;

3           at least one audiovisual system for generating a request for viewing  
4 the program content, for selectively viewing a broadcast advertisement  
5 content, and for viewing a rebroadcast program content; and

6 a repeater station for storing the program content broadcasted by the  
7 broadcast station and for conditionally rebroadcasting the stored program  
8 content to at least one audiovisual system making a request for viewing the  
9 program content in response to at least one audiovisual system generating  
10 the request to view the program content,

11 wherein the repeater station conditional rebroadcasting includes  
12 generating a prediction indicating whether or not a predetermined target  
13 advertisement effect can be attained within a broadcasting time of the  
14 program content under a condition that a broadcasting of given advertising  
15 content is inserted during a rebroadcasting of the program content requested  
16 by the connected audiovisual systems to the audiovisual systems connected to  
17 the repeater station, and

18 wherein the repeater station conditional rebroadcasting includes  
19 rebroadcasting the program content requested by the connected audiovisual  
20 systems to the connected audiovisual systems while inserting the  
21 broadcasting of the advertisement content during the rebroadcasting of the  
22 program content ~~contents~~ if the generated prediction indicates that the  
23 predetermined target advertisement effect can be attained, and

24 wherein the repeater station conditional rebroadcasting includes not  
25 rebroadcasting the program content requested by the connected audiovisual  
26 systems to the connected audiovisual systems if the generated prediction  
27 indicates that the predetermined target advertisement effect cannot be  
28 attained.

1 18. (currently amended) The broadcasting service system of claim 17,  
2 wherein the repeater station includes:

3 a receiver for receiving the program content broadcasted by the  
4 broadcast station;

5 a program content ~~contents~~ storage for storing the program content  
6 received by the receiver;

7           an advertisement content ~~contents~~ storage for storing the  
8 advertisement content;

9           a broadcasting set for connecting at least one audiovisual system in  
10 response to its request for viewing the program content stored in the program  
11 content ~~contents~~ storage, and rebroadcasting the combination of the program  
12 content requested by the audiovisual systems connected to the broadcasting  
13 set and the advertisement content stored in the advertisement content  
14 ~~contents~~ storage on the broadcasting screen to the connected audiovisual  
15 systems; and

16           an advertisement effect measurer for generating the prediction  
17 indicating whether or not a predetermined target advertisement effect can be  
18 attained within the broadcasting time of the program content under the  
19 condition that the combination of the program content and the advertisement  
20 content on the broadcasting screen is rebroadcasted,

21           wherein the advertisement effect measurer controls the broadcasting  
22 set to rebroadcast the combination of the program content and the  
23 advertisement content on the broadcasting screen to the connected  
24 audiovisual systems only when the prediction generated by the  
25 advertisement effect measurer indicates that the predetermined target  
26 advertisement effect can be attained within the broadcasting time of the  
27 program content under said condition.

1   19. (Previously Presented) The broadcasting service system of claim 17,  
2           wherein the broadcast station is for broadcasting a plurality of  
3 program contents,

4           wherein the repeater station conditional rebroadcasting further  
5 includes receiving the plurality of program contents broadcasted by the  
6 broadcast station,

7           wherein the repeater station conditional rebroadcasting further  
8 includes calculating an advertisement effect of each program of the program

9 contents on the basis of a number of the audiovisual systems generating  
10 request for viewing each of said plurality of program contents,  
11 wherein the repeater station conditional rebroadcasting further  
12 includes calculating a recording cost for recording each of the program  
13 contents,  
14 wherein the repeater station conditional rebroadcasting further  
15 includes calculating a proper recording time of each program of the program  
16 contents based on the calculated advertisement effect and the calculated  
17 recording cost,  
18 wherein the repeater station conditional rebroadcasting further  
19 includes generating a prediction indicating which from among the program  
20 contents will have advertisement effects exceeding their recording costs on  
21 the basis of their calculated proper recording times, and  
22 wherein the repeater station conditional rebroadcasting further  
23 includes selectively storing, based on said generated prediction, only the  
24 program contents for which the generated prediction indicates advertisement  
25 effects exceeding their recording costs.

1 20. (Currently amended) A broadcasting service system comprising:  
2 a broadcast station for broadcasting program content ~~contents~~;  
3 at least one audiovisual system for generating a request for viewing  
4 the program content ~~contents~~, for selectively viewing a broadcast  
5 advertisement content, and for viewing a rebroadcast program content; and  
6 a repeater station for storing the program content ~~contents~~ broadcasted  
7 by the broadcast station and for conditionally rebroadcasting the stored  
8 program content ~~contents~~ to at least one audiovisual system making a  
9 request for viewing the program content ~~contents~~ in response to at least one  
10 audiovisual system generating the request to view the program content  
11 ~~contents~~; and



12 an advertisement broadcast station for broadcasting advertisement  
13 content ~~contents~~,

14 wherein the repeater station conditional rebroadcasting includes  
15 connecting at least one audiovisual system in response to its request for  
16 viewing the program content ~~contents~~,

17 wherein the repeater station conditional rebroadcasting includes  
18 generating a prediction indicating whether or not a predetermined target  
19 advertisement effect can be attained within a broadcasting time of the  
20 program content ~~contents~~ under a condition that a combination of the  
21 program content ~~contents~~ and the advertisement content ~~contents~~  
22 broadcasted by the advertisement broadcast station on a broadcasting screen  
23 is rebroadcasted to the audiovisual systems connected to the repeater station,

24 wherein the repeater station conditional rebroadcasting includes  
25 rebroadcasting the combination of the program content ~~contents~~ and the  
26 advertisement content ~~contents~~ on the broadcasting screen to the connected  
27 audiovisual systems if the generated prediction indicates that the  
28 predetermined target advertisement effect can be attained, and

29 wherein the repeater station conditional rebroadcasting includes not  
30 rebroadcasting the combination of the program content ~~contents~~ and the  
31 advertisement content ~~contents~~ on the broadcasting screen to the connected  
32 audiovisual systems if the generated prediction indicates that the  
33 predetermined target advertisement effect cannot be attained.

1 21. (currently amended) The broadcasting service system of claim 20,  
2 wherein the repeater station includes:

3 a first receiver for receiving the program content ~~contents~~ broadcasted  
4 by the broadcast station;

5 a second receiver for receiving the advertisement content ~~contents~~  
6 broadcasted by the advertisement broadcast station;

7 a program content ~~contents~~ storage for storing the program content  
8 ~~contents~~ received by the first receiver;

9 a broadcasting set for connecting at least one audiovisual system in  
10 response to its request for viewing the program content ~~contents~~ stored in the  
11 program content ~~contents~~ storage, and rebroadcasting the combination of the  
12 program content ~~contents~~ requested by the audiovisual systems connected to  
13 the broadcasting set and the advertisement content ~~contents~~ received by the  
14 second receiver on a broadcasting screen of the connected audiovisual  
15 systems; and

16 an advertisement effect measurer for generating the prediction  
17 indicating whether or not the predetermined target advertisement effect can  
18 be attained within the broadcasting time of the program content ~~contents~~  
19 under the condition that the combination of the program content ~~contents~~  
20 and the advertisement content ~~contents~~ on the broadcasting screen is  
21 rebroadcasted,

22 wherein the advertisement effect measurer controls the broadcasting  
23 set to rebroadcast the combination of the program content ~~contents~~ and the  
24 advertisement content ~~contents~~ on the broadcasting screen to the connected  
25 audiovisual systems only when the advertisement effect measurer generates  
26 a prediction indicating the predetermined target advertisement effect can be  
27 attained.

1 22. (Previously Presented) The broadcasting service system of claim 20,

2 wherein the broadcast station is for broadcasting a plurality of  
3 program contents,

4 wherein the repeater station conditional rebroadcasting further  
5 includes receiving the plurality of program contents broadcasted by the  
6 broadcast station,

7 wherein the repeater station conditional rebroadcasting further  
8 includes calculating an advertisement effect of each program of the program

9 contents on the basis of a number of the audiovisual systems generating a  
10 request for viewing each of said plurality of program contents,  
11 wherein the repeater station conditional rebroadcasting further  
12 includes calculating a recording cost for recording each of the program  
13 contents,  
14 wherein the repeater station conditional rebroadcasting further  
15 includes calculating a proper recording time of each program of the program  
16 contents based on the calculated advertisement effect and the calculated  
17 recording cost,  
18 wherein the repeater station conditional rebroadcasting further  
19 includes generating a prediction indicating which from among the program  
20 contents will have advertisement effects exceeding their recording costs on  
21 the basis of their calculated proper recording times, and  
22 wherein the repeater station conditional rebroadcasting further  
23 includes selectively storing, based on said generated prediction, only the  
24 program contents for which the generated prediction indicates advertisement  
25 effects exceeding their recording costs.

23-37. (Canceled)